

**"Remote Content Initiated Service"**

(A) (Anonymous) 3<sup>rd</sup> party media/channel request via broadcast correlation or "Remote Control" code keying

(B) Request and deliver 3<sup>rd</sup> party media channel

(C) 3<sup>rd</sup> party media channel access via media guide (TV-Look-and-Feel)

**Media Processing System**

NBC	CBS	J Crew Sales	Beat Buy Cameras	Misc	Fall Designs	DSC-85	Canon Zxc
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**Remote**

**PC**

**Media Guide User Interface**

**Media Exchange S/W**

**Internet Based Media Exchange**

**3<sup>rd</sup> Party Channel Content**

**"PC" Initiated Service**

(1) Request 3<sup>rd</sup> party media/channel

(2) Anonymous delivery via exchange network

(3) 3<sup>rd</sup> party media channel access via media guide (TV-Look-and-Feel)

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